

What is claimed is:

1. A display structure body comprising a light transmitting first pattern layer unit having a pattern made by a light accumulation material and a light  
5 transmitting second pattern layer unit for normal display, on the surface of a light emitting unit.
2. A display structure body comprising a light transmitting first pattern layer unit having a pattern made by a light accumulation material, a light transmitting second pattern layer unit for normal display, a light transmission restriction layer  
10 unit provided between the first pattern layer unit and the second pattern layer unit, and a light emitting unit provided on the second pattern layer unit at the opposite side of the light transmission restriction layer.
3. A display structure body comprising a light transmitting first pattern layer unit having a pattern made by a light accumulation material, a light transmitting  
15 second pattern layer unit for normal display, a light transmission restriction layer unit provided between the first pattern layer unit and the second pattern layer unit, and a light emitting unit provided on the second pattern layer unit at the opposite side of the light transmission restriction layer, on a material layer having a short-wavelength light absorption function.
- 20 4. A display structure body comprising a light transmitting first pattern layer unit having a pattern made by a light accumulation material, a light transmitting second pattern layer unit for normal display, which faces the first pattern layer unit, a light transmission restriction layer unit provided on the first pattern layer unit at the opposite side of the second pattern layer unit, and a light emitting unit  
25 provided on the light transmission restriction layer at the opposite side of the first pattern layer unit.
5. A light emitting display body comprising a light transmitting first pattern layer unit having a pattern made by a light accumulation material and a light

transmission restriction layer unit provided on the rear surface of the first pattern layer unit, wherein the light emitting display body is mounted on the surface of an illumination display body.